Weekly Data Surrounding Price Increases

Comments	W/E 1983	June 1983 Volume Actual	Volume Est. [3912]	Difference Week	Difference Cum
[Base Period]					
[12 mos.end.Apr.]	5/06	3994	4027	- 33	- 33
	5/13	3926	4027	- 101	- 134
	5/20	4281	4027	+ 254	+ 120
		[illegible]	4027	+1337	+1457

Re
P.

PI83; qcc

PI84; qcc

P.I. Terms + Weeks

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P.M.- •W/E 7/15 2 weeks.

Comments	W/E 1984	June 1984 Volume Actual	Volume Est. [3954]	Difference Week	Difference Cum
	5/04	3963	4070	- 107	- 107
	5/11	4147	4070	+ 77	- 30
	5/18	4126	4070	+ 56	+ 26
	5/25	5503	4070	+1433	+1459
P.M.ann'd. 6/01	6/01	3979	4070	- 91	+1368
	6/08	4552	4200	+ 352	+1720
	6/15	3829	4200	- 371	+1349
	6/22	3843	4200	- 357	+ 992
d. 6/29	6/29	3801	4200	- 399	+ 593
	7/06	3916	4101	- 185	+ 408
	7/13	3848	4101	- 253	+ 155
	7/20	7684	4101	+3583	+3738
	7/27	1610	4101	-2491	
	8/03	3529	4091	- 562	
	8/10	3970	4091	- 121	
	8/17	3969	4091	- 122	
	8/24	4046	4091	- 45	

W/E 6/08 - 6/22 (on allocation)1-1/2 wks.major bds.,1 wk.minor
W/E 6/29 1-1/2 weeks on major brands.

•W/E 7/18 2 weeks.

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Source: https://www.industrydocuments.ucsf.edu/docs/zpbn0004

Weekly Data Surrounding Price Increases

June 1983

Comments	W/E 1983	Volume Actual	Volume Est.	Difference Week	Difference Cum
[Base Period]			[3912]		
[12 mos.end.Apr.]	5/06	3994	4027	- 33	- 33
	5/13	3926	4027	- 101	- 134
	5/20	4281	4027	+ 254	+ 120
	5/27	5364	4027	+1337	+1457
	6/03	3213	4027	- 814	+ 643
	6/10	4026	4155	- 129	+ 514
RJR ann'd. 6/17	6/17	4250	4155	+ 95	+ 609
P.M.ann'd. 6/21	6/24	5374	4155	+1219	+1828
	7/01	4348	4155	+ 193	+2021
	7/08	2724	4057	-1333	+ 688
	7/15	7784	4057	+3727	+4415
	7/22	1540	4057	-2517	
	7/29	3066	4057	- 991	
	8/05	3846	4047	- 201	
	8/12	3866	4047	- 181	
	8/19	3941	4047	- 106	
	8/26	3899	4047	- 148	

Terms

RJR - •W/E 6/24 1-1/2 additional weeks.
- •W/E 7/22 1 additional week.

P.M.- •W/E 7/15 2 weeks.

June 1984

Comments	W/E 1984	Volume Actual	Volume Est.	Difference Week	Difference Cum
			[3954]		
	5/04	3963	4070	- 107	- 107
	5/11	4147	4070	+ 77	- 30
	5/18	4126	4070	+ 56	+ 26
	5/25	5503	4070	+1433	+1459
P.M.ann'd. 6/01	6/01	3979	4070	- 91	+1368
	6/08	4552	4200	+ 352	+1720
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RJR ann'd. 6/29	6/29	3801	4200	- 399	+ 593
	7/06	3916	4101	- 185	+ 408
	7/13	3848	4101	- 253	+ 155
	7/20	7684	4101	+3583	+3738
	7/27	1610	4101	-2491	
	8/03	3529	4091	- 562	
	8/10	3970	4091	- 121	
	8/17	3969	4091	- 122	
	8/24	4046	4091	- 45	

Terms

RJR •W/E 6/08 - 6/22 (on allocation)1-1/2 wks.major bds.,1 wk.minor
•W/E 6/29 1-1/2 weeks on major brands.

P.M. •W/E 7/18 2 weeks.

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